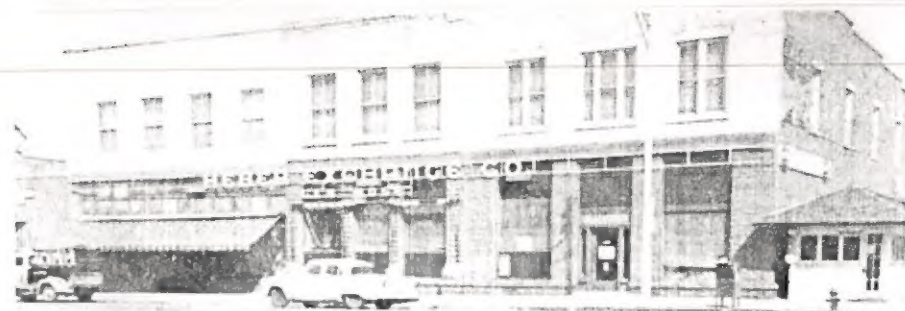


CONGRATULATIONS
—to the—
CLASS OF 1949!

HEBER CITY EXCHANGE CO.

Home of
Dependable Merchandise
PHONE 205



The Heber Exchange Company building and general merchandise store as it is today.



Harold Smith



the present manager, Harold Smith. Both as A. Hatch and Company and the Heber City Exchange, this business is probably the city's longest in operation.

One of the most prosperous business sections in Heber during the years is the area known as "Hatch's Row." This section included buildings between Abram Hatch's residence and his store on Main Street. Some of the businesses along this row have been a harness and shoe shop operated by Danielson and Dahlman, the A. L. Davis barber shop, a saddle and harness shop owned by Nephi Forman, the Wave printing and publishing offices, J. W. Buckley's men's store, the Smith Meat and Grocery operated by George Smith & Sons, Earl and Sylvan Smith, and others. Today, the "Hatch Row" includes the Aloma Motel

H & CO.

ARM IN WASATCH COUNTY

INCORPORATED
APRIL 2ND 1888

best markets, pay cash, get all the discounts
or dealers in general merchandise. ¶ We can
home, running a stock ranch or developing a
succeeded by the farmers to be the best in the
for goods in same line. ¶ With our experience
or customers, we can say with all confidence:

ALL BE TREATED RIGHT
NOW IT

Yours truly,

A. HATCH & CO.

Heber City Exchange Company

Heber City Exchange Company
The Leading Department Store of
Heber City, Utah

The Leading Department Store of

Wasatch County

Wasatch County

You are always thoughtful & I never
said anything of importance
be a school ^{Pennings} every one
at do you think? Well I have
I have a gathering people. (a
Dry Goods Linen & Clothing
~~Mens Furnishings~~ shoes men's wear
Meats may be no good
Groceries even thing dead - fur.)
Hardware Hardwared to table Furniture
Feeds you like my new Coal
good in very different state of

My
One First Consideration Is a

“Satisfied Customer”

Will to send you a message
of (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14) (15) (16) (17) (18) (19) (20) (21) (22) (23) (24) (25) (26) (27) (28) (29) (30) (31) (32) (33) (34) (35) (36) (37) (38) (39) (40) (41) (42) (43) (44) (45) (46) (47) (48) (49) (50) (51) (52) (53) (54) (55) (56) (57) (58) (59) (60) (61) (62) (63) (64) (65) (66) (67) (68) (69) (70) (71) (72) (73) (74) (75) (76) (77) (78) (79) (80) (81) (82) (83) (84) (85) (86) (87) (88) (89) (90) (91) (92) (93) (94) (95) (96) (97) (98) (99) (100) (101) (102) (103) (104) (105) (106) (107) (108) (109) (110) (111) (112) (113) (114) (115) (116) (117) (118) (119) (120) (121) (122) (123) (124) (125) (126) (127) (128) (129) (130) (131) (132) (133) (134) (135) (136) (137) (138) (139) (140) (141) (142) (143) (144) (145) (146) (147) (148) (149) (150) (151) (152) (153) (154) (155) (156) (157) (158) (159) (160) (161) (162) (163) (164) (165) (166) (167) (168) (169) (170) (171) (172) (173) (174) (175) (176) (177) (178) (179) (180) (181) (182) (183) (184) (185) (186) (187) (188) (189) (190) (191) (192) (193) (194) (195) (196) (197) (198) (199) (200) (201) (202) (203) (204) (205) (206) (207) (208) (209) (210) (211) (212) (213) (214) (215) (216) (217) (218) (219) (220) (221) (222) (223) (224) (225) (226) (227) (228) (229) (230) (231) (232) (233) (234) (235) (236) (237) (238) (239) (240) (241) (242) (243) (244) (245) (246) (247) (248) (249) (250) (251) (252) (253) (254) (255) (256) (257) (258) (259) (260) (261) (262) (263) (264) (265) (266) (267) (268) (269) (270) (271) (272) (273) (274) (275) (276) (277) (278) (279) (280) (281) (282) (283) (284) (285) (286) (287) (288) (289) (290) (291) (292) (293) (294) (295) (296) (297) (298) (299) (300) (301) (302) (303) (304) (305) (306) (307) (308) (309) (310) (311) (312) (313) (314) (315) (316) (317) (318) (319) (320) (321) (322) (323) (324) (325) (326) (327) (328) (329) (330) (331) (332) (333) (334) (335) (336) (337) (338) (339) (340) (341) (342) (343) (344) (345) (346) (347) (348) (349) (350) (351) (352) (353) (354) (355) (356) (357) (358) (359) (360) (361) (362) (363) (364) (365) (366) (367) (368) (369) (370) (371) (372) (373) (374) (375) (376) (377) (378) (379) (380) (381) (382) (383) (384) (385) (386) (387) (388) (389) (390) (391) (392) (393) (394) (395) (396) (397) (398) (399) (400) (401) (402) (403) (404) (405) (406) (407) (408) (409) (410) (411) (412) (413) (414) (415) (416) (417) (418) (419) (420) (421) (422) (423) (424) (425) (426) (427) (428) (429) (430) (431) (432) (433) (434) (435) (436) (437) (438) (439) (440) (441) (442) (443) (444) (445) (446) (447) (448) (449) (450) (451) (452) (453) (454) (455) (456) (457) (458) (459) (460) (461) (462) (463) (464) (465) (466) (467) (468) (469) (470) (471) (472) (473) (474) (475) (476) (477) (478) (479) (480) (481) (482) (483) (484) (485) (486) (487) (488) (489) (490) (491) (492) (493) (494) (495) (496) (497) (498) (499) (500) (501) (502) (503) (504) (505) (506) (507) (508) (509) (510) (511) (512) (513) (514) (515) (516) (517) (518) (519) (520) (521) (522) (523) (524) (525) (526) (527) (528) (529) (530) (531) (532) (533) (534) (535) (536) (537) (538) (539) (540) (541) (542) (543) (544) (545) (546) (547) (548) (549) (550) (551) (552) (553) (554) (555) (556) (557) (558) (559) (560) (561) (562) (563) (564) (565) (566) (567) (568) (569) (570) (571) (572) (573) (574) (575) (576) (577) (578) (579) (580) (581) (582) (583) (584) (585) (586) (587) (588) (589) (590) (591) (592) (593) (594) (595) (596) (597) (598) (599) (600) (601) (602) (603) (604) (605) (606) (607) (608) (609) (610) (611) (612) (613) (614) (615) (616) (617) (618) (619) (620) (621) (622) (623) (624) (625) (626) (627) (628) (629) (630) (631) (632) (633) (634) (635) (636) (637) (638) (639) (640) (641) (642) (643) (644) (645) (646) (647) (648) (649) (650) (651) (652) (653) (654) (655) (656) (657) (658) (659) (660) (661) (662) (663) (664) (665) (666) (667) (668) (669) (670) (671) (672) (673) (674) (675) (676) (677) (678) (679) (680) (681) (682) (683) (684) (685) (686) (687) (688) (689) (690) (691) (692) (693) (694) (695) (696) (697) (698) (699) (700) (701) (702) (703) (704) (705) (706) (707) (708) (709) (710) (711) (712) (713) (714) (715) (716) (717) (718) (719) (720) (721) (722) (723) (724) (725) (726) (727) (728) (729) (730) (731) (732) (733) (734) (735) (736) (737) (738) (739) (740) (741) (742) (743) (744) (745) (746) (747) (748) (749) (750) (751) (752) (753) (754) (755) (756) (757) (758) (759) (760) (761) (762) (763) (764) (765) (766) (767) (768) (769) (770) (771) (772) (773) (774) (775) (776) (777) (778) (779) (780) (781) (782) (783) (784) (785) (786) (787) (788) (789) (790) (791) (792) (793) (794) (795) (796) (797) (798) (799) (800) (801) (802) (803) (804) (805) (806) (807) (808) (809) (810) (811) (812) (813) (814) (815) (816) (817) (818) (819) (820) (821) (822) (823) (824) (825) (826) (827) (828) (829) (830) (831) (832) (833) (834) (835) (836) (837) (838) (839) (

Dear Darrell,
 Curses! + more curses I can't find an
 entirely clean page. - so here goes.
 I surely think you are a well liked and
 I still remember the first night we really
 became acquainted with you. (Do you?)

I bet you **Heber City Exchange Company**
 we've surely had some "chat" times
 together. I hope this is mutual. What
 about it?

Wasatch County
 you've always thought of me as a
 very kind and caring person. I
 may be a should state being serious.
 What do you think? On the other hand
 I'm forever flattering people. Can you
 follow this boy?
 I'll always remember our talks,
 dances, Men's Furnishings. maybe so I should
 skip every thing else - huh?
 Well what's to talk Furniture out now?
 Don't you like my new motto. I think
 this page is very appropriate after all

My
 Our First Consideration Is a

"Satisfied Customer"

Well Darrell here's wishing luck
 to one of (I hope) my most highly
 beloved friends. (Howdy?)
 Remember all the times we've
 together.
 Excuse the new scratching.

Forever your true friend,
 Ave (Kastond or Joe E. D. Howe)

PHONE 3 or 4

HEBER, UTAH

Heber City Mills

Makers of good, pure, reliable Flour for more than half a century, and still on the job—Beautiful White flour from the best wheat grown—High Patent, Blended and Whole Wheat. For Mush—Germade, Cracked Wheat, Rolled Wheat and Cream Wheat — Also all kinds of feed. The mill has been renovated and repaired and is better able than ever to care for harvest.

Jane Hatch Turner, President and Manager.